

ABSTRACT OF THE DISCLOSURE

A method for electrochemically dyeing hair is provided which includes first applying to the hair an oxidative dye precursor mixture containing a primary
5 intermediate having a standard Redox potential that is less than about 1V. This precursor mixture on the hair is then contacted with an electrode system that has sufficient voltage to electrochemically oxidize the primary intermediate to produce a colored dye through a coupling reaction. A system or kit is described for carrying out the method.